



**REPUTATION
MATTERS**

CORPORATE COMMUNICATION & BRAND STRATEGY

KPN reputation management
case study



KPN is Holland's **formerly state owned telecommunications company.**

The company has always been well known for its **reliability and quality of service**, less so for its sense of **innovation.**

Until 2006, its reputation had served its purpose in the 'old' world, but posed a real challenge in a **converging market** in which the company positions itself as a **multimedia company and an ICT services provider.**

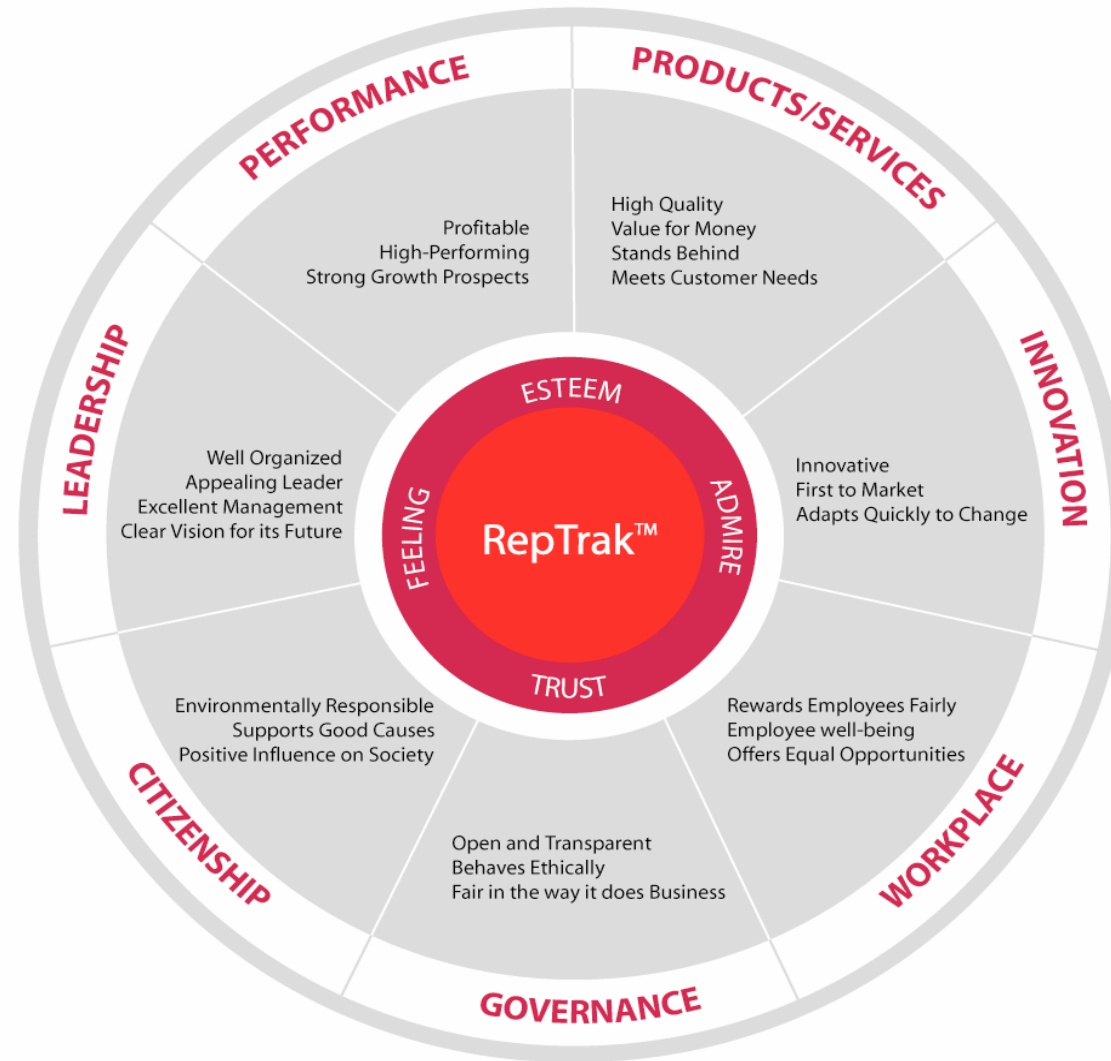


KPN Reputation management plan was developed in 6 steps

1. Measure corporate reputation
2. Analyse corporate reputation
3. Set reputation targets
4. Translate these to communication targets
5. Develop corporate story
6. Develop reputation themes
7. Roll out themes like a political campaign



1. Measuring reputation – RepTrak*

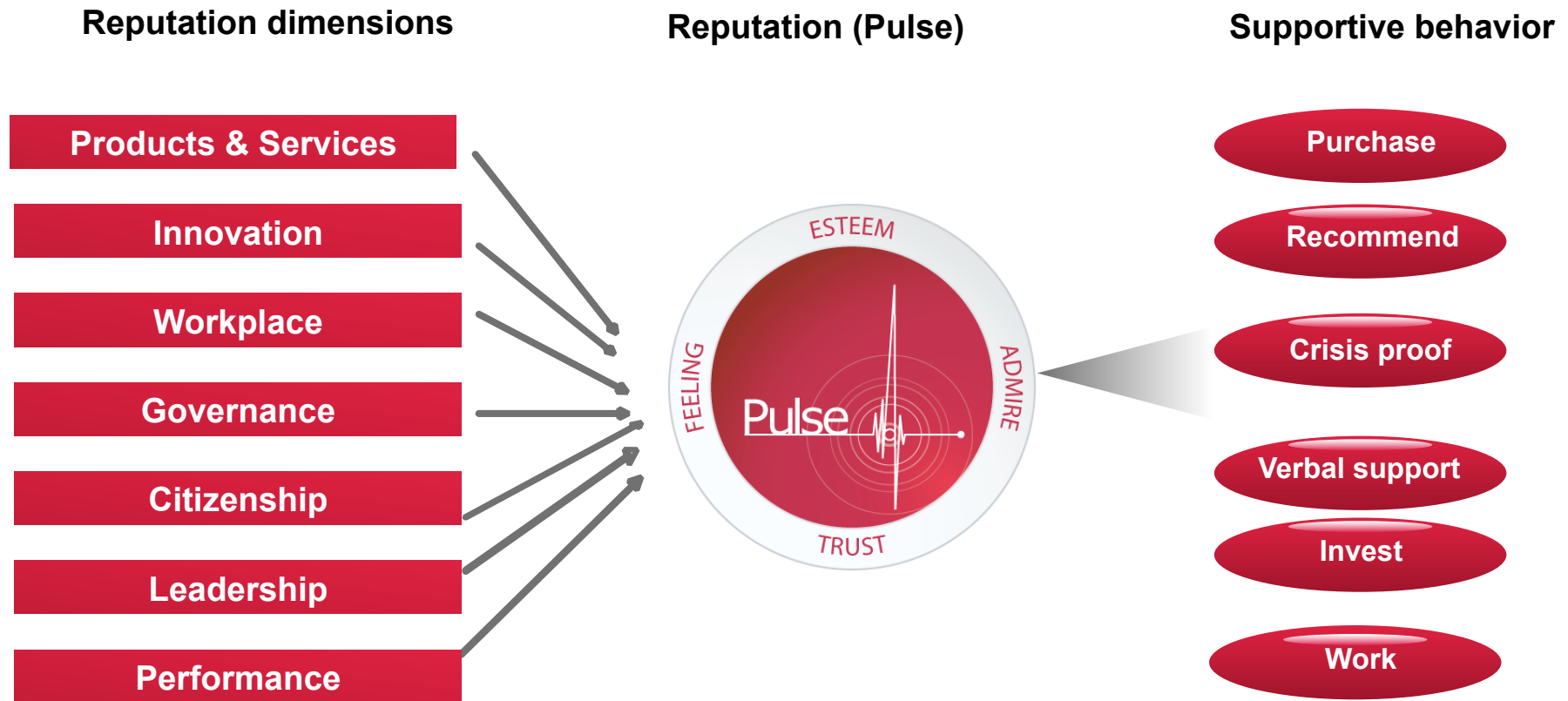


* Developed by
the Reputation
Institute

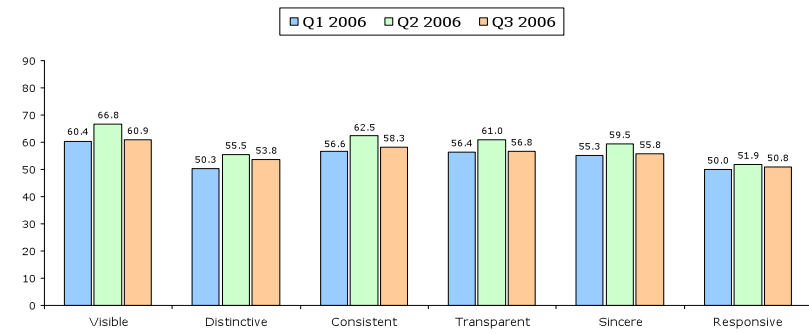
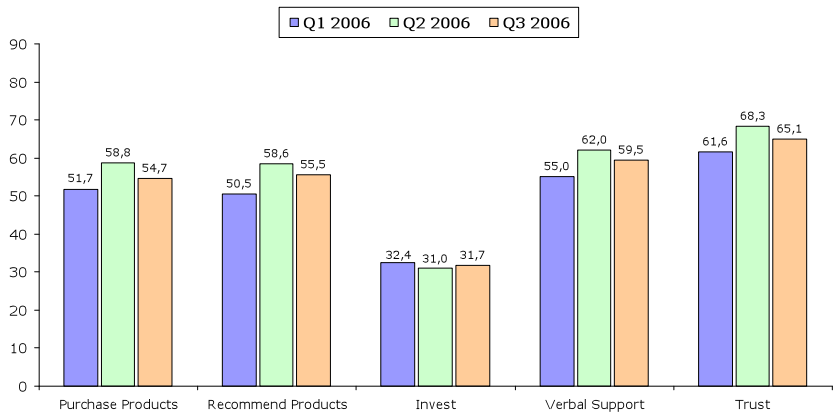
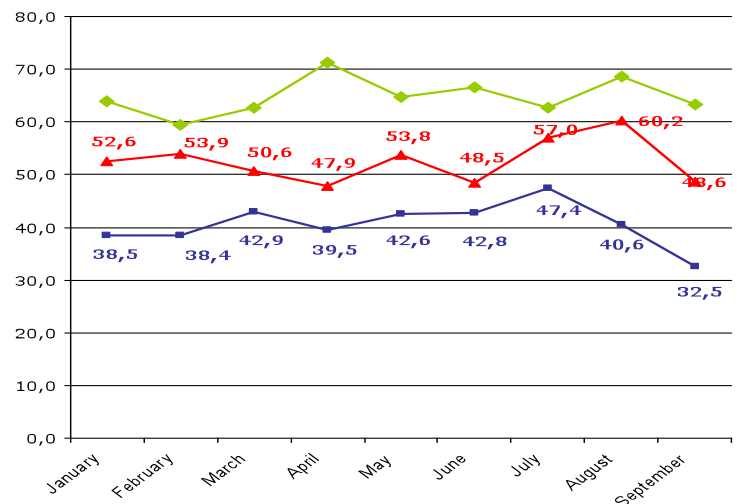
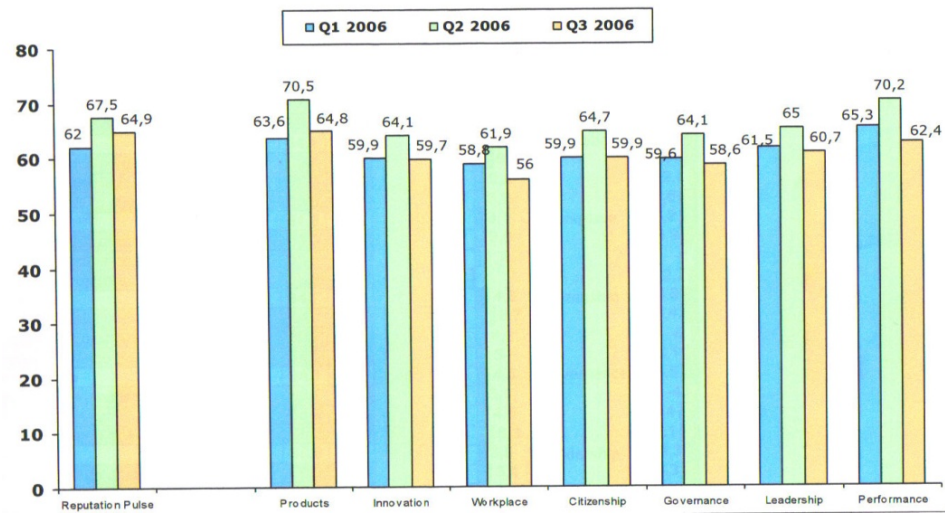


The RepTrak™ method

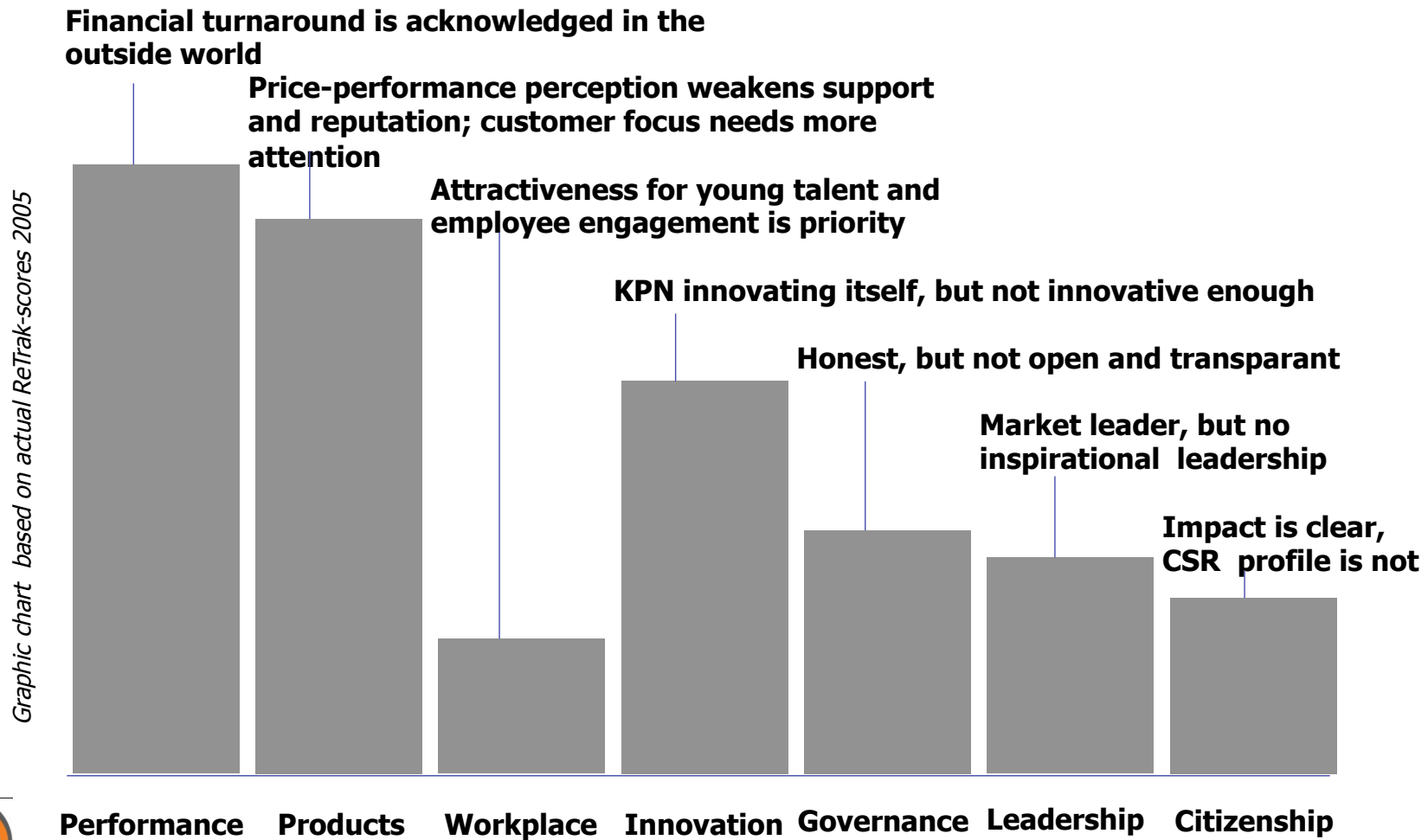
- 4 questions, 7 dimensions and 23 attributes.
- Qualitative and quantitative research
- Statistical analysis connects the RepTrak™ attributes with the 'supportive behaviours'
- This identifies the reputation drivers and gives direction to reputation management



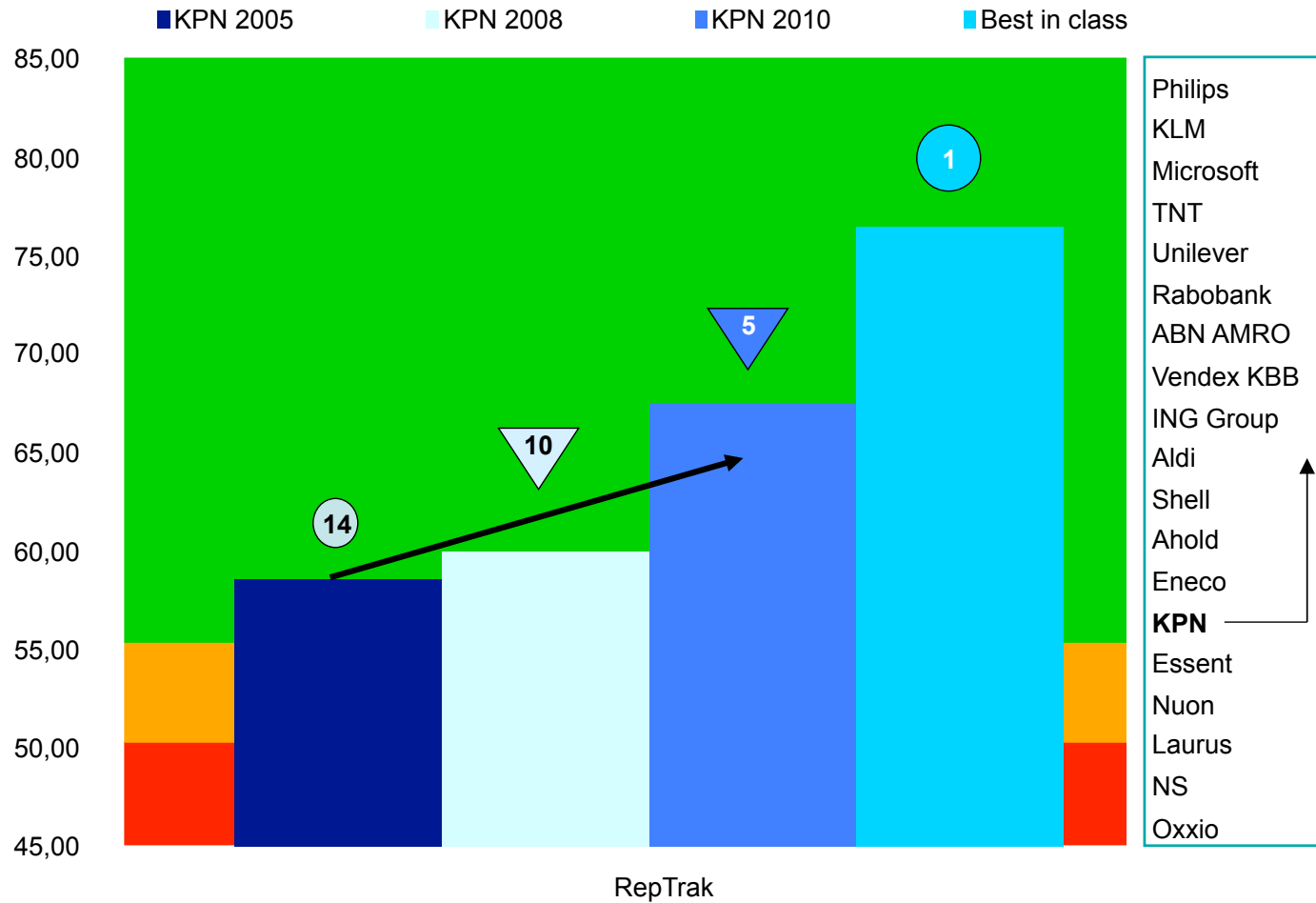
Reputation data



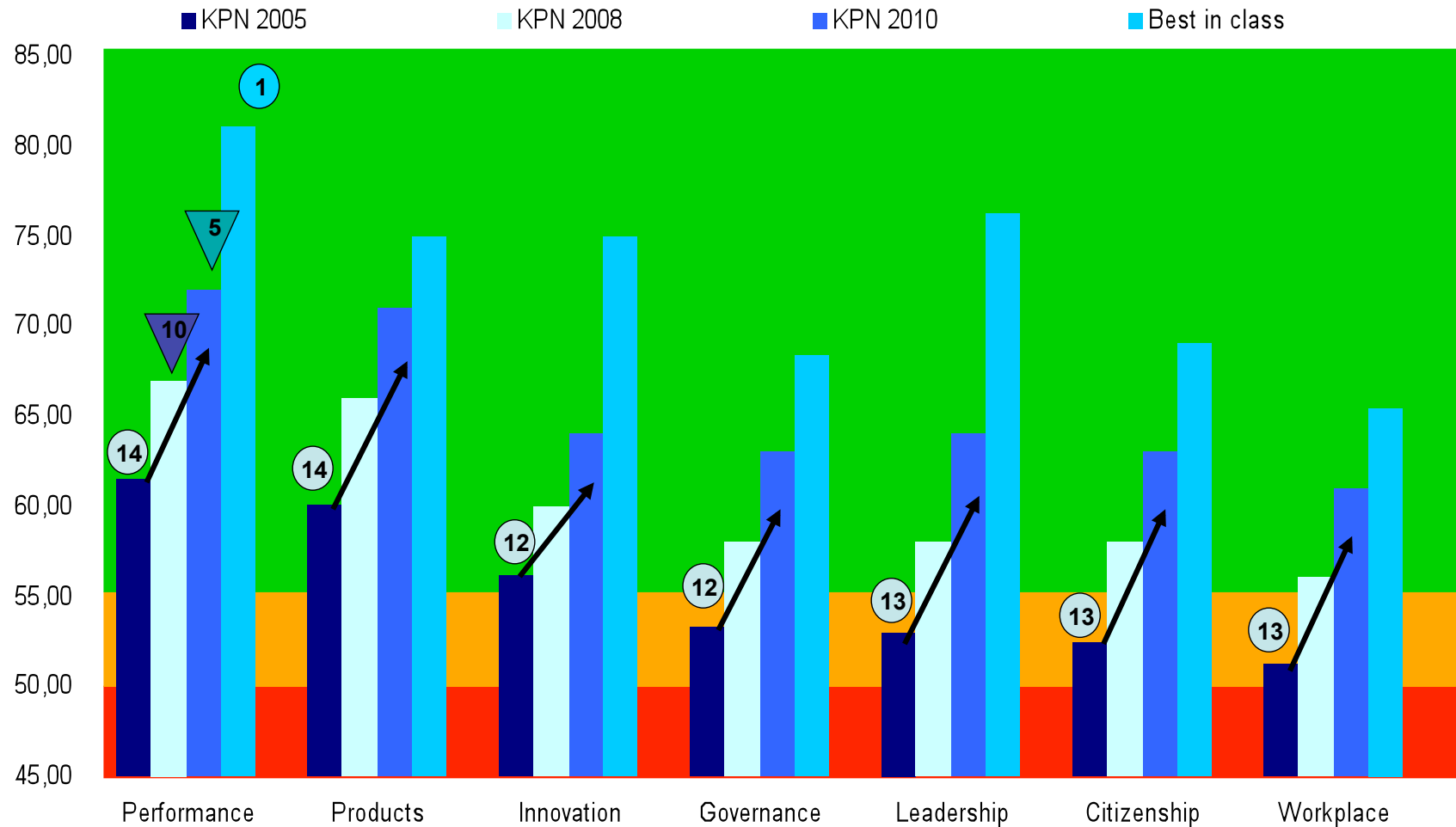
2. Reputation analysis based on all available intelligence



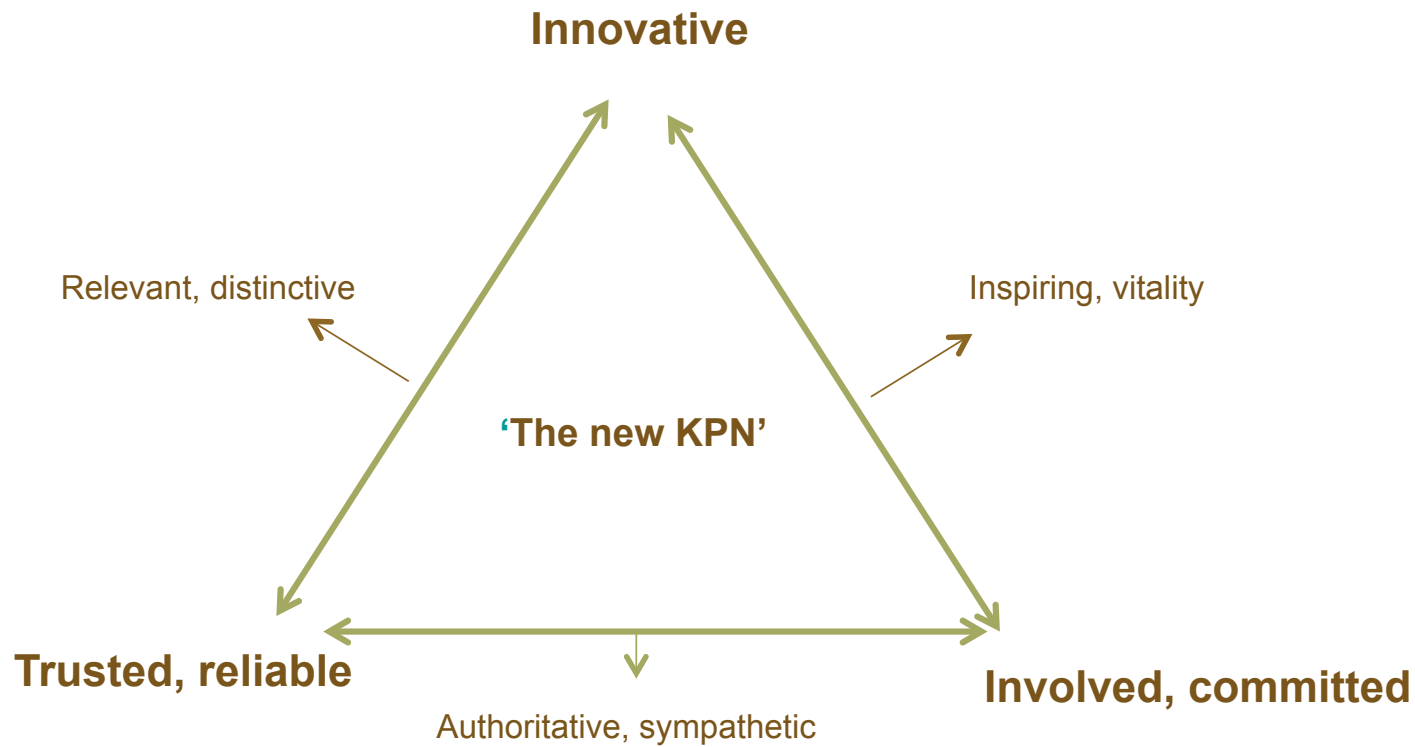
3. Reputation scores basis for target setting



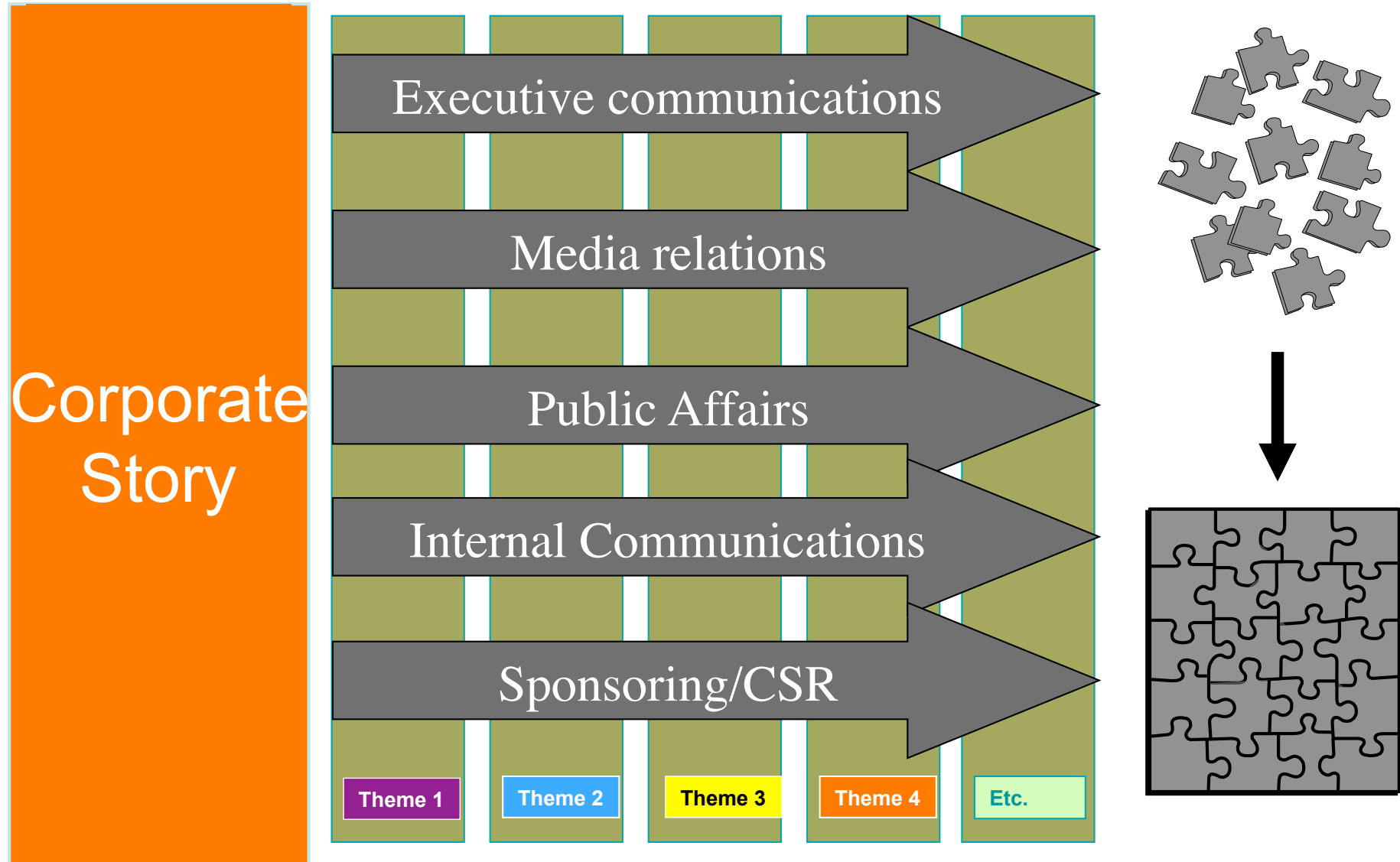
4. Target setting for communications per reputation driver



5. Develop a corporate story

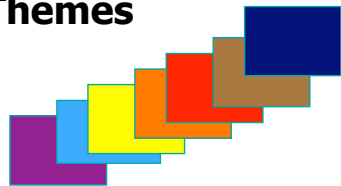


6. Break the story down in communication themes



7. Roll them out like a political campaign

Themes



| Communications Roadmap | | | |
|------------------------|----------------------------|--------------------|-------------------|
| | January | February | March |
| Exec. communications | | Conference | |
| Media Relations | Annual figures | | |
| Public Affairs | CSR Campaign | | |
| Internal commun. | | 'Living the Brand' | |
| CSR and Sponsoring | | | Sust. Report |
| Labour market comms. | Employer branding campaign | | |
| Business Comms. | Marketing roadmap | Marketing roadmap | Marketing roadmap |

